

AMENDMENT TO THE CLAIMS

1. (Currently Amended) A method for receiving subscriber content-choice information, comprising:

collecting subscriber content-choice data from a plurality of subscriber content-choice databases; and

storing the subscriber content-choice data in a ~~clearinghouse~~ database.
2. (Currently Amended) The method of claim 1, wherein the subscriber content-choice data comprises data relating to viewing preferences of at least one subscriber.
3. (Currently Amended) The method of claim 2, wherein the subscriber content-choice data comprises data relating to a television programs received ~~watched~~ by the at least one subscriber.
4. (Currently Amended) The method of claim 3, wherein the subscriber content-choice data comprises at least one of date information and time information related to the television program.
5. (Currently Amended) The method of claim 2, wherein the subscriber content-choice data further comprises data relating to the at least one subscriber.
6. (Currently Amended) The method of claim 5, wherein the data relating to the at least one subscriber comprises a subscriber identifier for a ~~each~~ subscriber.
7. (Currently Amended) The method of claim 5, wherein the data relating to the at least one subscriber comprises demographic data for a ~~each~~ subscriber.

8. (Currently Amended) The method of claim 2, wherein the subscriber content-choice data further comprises data relating to a subscriber system.
9. (Currently Amended) The method of claim 8, wherein the data subscriber system comprises a cable system operator providing content to the subscriber system.
10. (Currently Amended) The method of claim 1, wherein the subscriber content-choice data comprises data relating to an advertisement received ~~advertising-viewed~~ by at least one subscriber.
11. (Currently Amended) The method of claim 1, wherein the subscriber content-choice data comprises data relating to a the viewing pattern ~~patterns~~ of at least one subscriber.
12. (Currently Amended) The method of claim 1, wherein the subscriber content-choice data comprises at least one subscriber classification.
13. (Currently Amended) The method of claim 1, wherein the subscriber content-choice data comprises content-choice summary data.
14. (Original) The method of claim 1, further comprising sorting the collected subscriber content-choice data.
15. (Currently Amended) A method for receiving and distributing content-choice information, comprising:

collecting subscriber content-choice data from a plurality of subscriber content-choice databases;

storing the subscriber content-choice data in a ~~clearinghouse~~ database;

retrieving ~~selecting~~ stored subscriber content-choice data; and

providing the retrieved ~~selected~~ subscriber content-choice data to a requesting party.

16. (Currently Amended) The method of claim 15, wherein the subscriber content-choice data comprises data relating to viewing preferences of a plurality of subscribers.
17. (Currently Amended) The method of claim 16, wherein the subscriber content-choice data comprises data relating to television programs received ~~watched~~ by the subscribers.
18. (Currently Amended) The method of claim 17, wherein the subscriber content-choice data comprises at least one of date information and time information related to a television program.
19. (Currently Amended) The method of claim 17, wherein the subscriber content-choice data further comprises data relating to the subscribers.
20. (Currently Amended) The method of claim 19, wherein the data relating to the subscribers comprise a subscriber identifier for at least one ~~each~~ subscriber.
21. (Currently Amended) The method of claim 19, wherein the data relating to the subscribers comprises demographic data ~~for each subscriber~~.
22. (Currently Amended) The method of claim 17, wherein the subscriber content-choice data further comprises data relating to a subscriber system.
23. (Currently Amended) The method of claim 22, wherein the data ~~subscriber system~~ comprises a cable system operator providing content to the subscriber system.

24. (Currently Amended) The method of claim 15, wherein the subscriber content-choice data comprises data relating to an advertisement received ~~advertising—viewed~~ by the subscribers.
25. (Currently Amended) The method of claim 15, wherein the subscriber content-choice data comprises data relating to the viewing patterns of the subscribers.
26. (Currently Amended) The method of claim 15, wherein the subscriber content-choice data comprises at least one subscriber classification.
27. (Currently Amended) The method of claim 15, wherein the subscriber content-choice data comprises content-choice summary data.
28. (Original) The method of claim 15, further comprising sorting the collected subscriber content-choice data.
29. (Currently Amended) The method of claim 15, further comprising retrieving the selected subscriber content-choice data from the ~~clearinghouse~~ database.
30. (Currently Amended) The method of claim 15, wherein the selected subscriber content-choice data is ~~are~~ securely provided to the requesting party.
31. (Currently Amended) The method of claim 15, wherein the stored subscriber content-choice data is ~~are~~ selected based on subscriber geographic location detail.
32. (Currently Amended) The method of claim 15, wherein the stored subscriber content-choice data is ~~are~~ selected based on subscriber classification data.

33. (Currently Amended) The method of claim 15, wherein the stored subscriber content-choice data is ~~are~~ selected based on data relating to television programs viewed by a plurality of subscribers.
34. (Original) The method of claim 15, wherein the stored subscriber content-choice data is selected based on data relating to advertisements viewed by a plurality of subscribers.
35. (Currently Amended) The method of claim 15, wherein the stored subscriber content-choice data is ~~are~~ selected based on at least one of a ~~data relating to~~ viewing date and a geographic location.
36. (Currently Amended) A computer-readable medium on which is encoded computer program code for receiving subscriber content-choice information, comprising:
- program code for collecting subscriber content-choice data from a plurality of subscriber content-choice databases; and
 - program code for storing the subscriber content-choice data in a ~~clearinghouse~~ database.
37. (Original) The computer-readable medium of claim 36, further comprising program code for sorting the collected subscriber content-choice data.
38. (Currently Amended) A computer-readable medium on which is encoded computer program code for receiving and distributing content-choice information, comprising:
- program code for collecting subscriber content-choice data from a plurality of subscriber content-choice databases;
 - program code for storing the subscriber content-choice data in a ~~clearinghouse~~ database;
 - program code for selecting stored subscriber content-choice data; and

program code for providing the selected subscriber content-choice data to a requesting party.

39. (Currently Amended) The computer-readable medium of claim 38, further comprising program code for retrieving the selected subscriber content-choice data from the ~~clearinghouse~~ database.
40. (Original) The computer-readable medium of claim 38, further comprising program code for securely providing the selected subscriber content-choice data to the requesting party.
41. (Currently Amended) A system for receiving and distributing content-choice information, comprising:

a processor communicating with a database stored in memory, the database receiving a content-choice information clearinghouse, wherein the clearinghouse receives subscriber content-choice data and providing provides selected subscriber content-choice data to a requesting party.

42. (Cancel)
43. (Cancel)
44. (Currently Amended) The system of claim 41, wherein the system ~~clearinghouse~~ receives the subscriber content-choice database from a plurality of subscriber content-choice databases.
45. (Original) The system of claim 41, wherein the selected subscriber content-choice data is provided to the requesting party over the internet.
46. (Currently Amended) A system for receiving and distributing content-choice information, comprising:

a processor communicating with a database stored in memory,
wherein the processor receives subscriber content-choice data from at least one
subscriber-content-choice database, and
wherein the processor stores the subscriber content-choice data in the database
~~a content-choice information clearinghouse; and~~
~~a plurality of subscriber content-choice databases;~~

~~wherein the clearinghouse collects subscriber content-choice data from the~~
~~plurality of subscriber content-choice databases and stores the subscriber content-choice~~
~~data.~~

47. (Cancel)

48. (Cancel)

49. (Original) The system of claim 47, further comprising a content provider terminal.

50. (Currently Amended) The system of claim 49, wherein the processor retrieves selected
subscriber content-choice data from the database and ~~clearinghouse~~ provides the selected
subscriber content-choice data to the content provider terminal.